CUSTOMER RELATIONSHIP MANAGEMENT

CRM . . . It's about the customer!

Defense Logistics Agency

Market & Business Opportunity Survey Response Summaries

1. Customer Account Proactive Interaction Plan

- **Description:**
  - Current and potential customers who are not assigned to specific DLA customer-facing personnel are not inclined to purchase through DLA. This plan is to assign DLA CSRs to cover additional customers to pursue new business proactively. The specific example given is NASA.
- **Target Customers:** All DLA customers
- **Contact:** Navy, Thomas Coover, thomas.coover@navy.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - Background is that there are no more regional teams. Some non-DoD customers, and some Army and Navy customers, may have been inadvertently left out due to the elimination of regional teams. The Air Force does have a channel that allows every base access to DLA.
  - NASA has potential to be a quick win here; the Air Force will pursue NASA in this effort.
- **Recommendation:**
  - USAF pursues NASA to handle the specific suggestion (Opportunity 1a).
  - Add a process to the Customer Engagement Strategy to handle customer contact for non-DoD agencies (Opportunity 1).
  - Potential to combine with Opportunity 15 (MRO Program Expansion).
- **J-4 Lead: J-421**

1a. Customer Account Proactive Interaction Plan – NASA Pursuit

- **Description:**
  - Current and potential customers who are not assigned to specific DLA customer-facing personnel are not inclined to purchase through DLA. This plan is to assign DLA CSRs to cover additional customers to pursue new business proactively. The specific example given is NASA.
- **Target Customers:** All DLA customers
- **Contact:** Navy, Thomas Coover, thomas.coover@navy.mil
- **Category:** Quick Win Opportunity
- **Notes:**
  - Background is that there are no more regional teams. Some non-DoD customers, and some Army and Navy customers, may have been inadvertently left out due to the elimination of regional teams. The Air Force does have a channel that allows every base access to DLA.
  - NASA has potential to be a quick win here; the Air Force will pursue NASA in this effort.
- **Recommendation:**
  - USAF pursues NASA to handle the specific suggestion (Opportunity 1a).
  - Add a process to the Customer Engagement Strategy to handle customer contact for non-DoD agencies (Opportunity 1).
  - Potential to combine with Opportunity 15 (MRO Program Expansion).
- **J-4 Lead: CSO-AF**

2. Corporate Contract Material Visibility

- **Description:**
  - DLA Centers have various Corporate contracts, which means vendors / manufactures are to keep or produce material at their locations and ship directly to our customers upon demand. But when I, or our customer, looks into the DLA systems, and sees only the Acquisition Advice code of H, and zero stock available, the perception is that it will be a long time before the delivery of the shipment. DLA needs to be able to show the vendor's stock availability in the WebCATS.
- **Target Customers:** All DLA customers
- **Contact:** Navy, Tom DeLong, tommy.delong@navy.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - There may already be plans for BSM to provide visibility into corporate contract material status.
- **Recommendation:**
  - Submit this suggestion to J-33 / BSM / J-6 by J-4 for further analysis.
- **J-4 Lead:** J-424

3. Improved WSSM/WSPOC Support on Level C Weapon Systems

- **Description:**
  - The opportunity exists to improve WSSM/WSPOC within DLA by the Lead Centers. This support would be for existing Level C weapon systems where there is currently no WSSM or WSPOC support for numerous Navy aviation systems. The systems include Common Avionics and Ground Support Equipment and would provide coverage for over 25 weapon system designator codes (WSDCs). NAVICP-Philadelphia also has two (2) IWSTs (Integrated Weapons Support Teams) to support these systems.
- **Target Customers:** Logistics partners include NAVICP-Philadelphia, NAVAIR PMA-209, and PMA-260. Customers include depot maintenance activities (North Island and Jacksonville) and fleet activities.
- **Contact:** Navy, Rich Buckman, CSR, NAVICP, 215-697-5278
- **Category:** Not Feasible
- **Notes:**
  - There was a prioritization and investment decision made not to put additional resources toward Level C weapon systems which are viewed as offering a limited return.
  - Much of level C support is contracted out.
- **Recommendation:**
  - Communicate the reasons for not pursuing the opportunity at this time to the contact.
- **J-4 Lead:**

4. DLA Customer Service Expansion

- **Description:**
  - The expansion of DLA services to include researching the customer's requirements to determine the product that best fills their need could improve overall efficiency. Instead of expecting supply specialists at every level to be able to identify the proper NSN to meet a need, a small pool of SME's at DLA could provide this service, allowing Service personnel to devote more resources to actual training and operations. If a unit could make DLA its "one-stop shopping" source for getting both the information and the product, it would decrease the chances of the unit going directly to vendors who are already providing this level of service.
- **Target Customers:** Service supply personnel
- **Contact:** LNO, Eric Gardner, LNO, USCENTCOM, gardnee@centcom.mil
- **Category:** Not Feasible
- **Notes:**
  - This would require an engineering organization at DLA which does not exist.
  - Individual armed services have these personnel.
- **Recommendation:**
  - Communicate the reasons for not pursuing the opportunity at this time to the contact.
- **J-4 Lead:**

5. Class VIII Support

- **Description:**
  - Expansion of DLA scope of operations to include both CL VIIIA and VIIIB could improve customer support in medical supplies
- **Target Customers:** Service medical personnel
- **Contact:** LNO, Eric Gardner, LNO, USCENTCOM, gardnee@centcom.mil
- **Category:** Not Feasible
- **Notes:**
  - This is done through a Prime Vendor at DSCP.
- **Recommendation:**
  - Communicate the reasons for not pursuing the opportunity at this time to the contact.
- **J-4 Lead:**

6. DESC Management of Tactical Equipment

- **Description:**
  - Assumption of management of Tactical Equipment for all Services by DESC would yield standardization and efficiency.
- **Target Customers:** Users of service-unique fuel tactical equipment for fuel handling and delivery
- **Contact:** LNO, Eric Gardner, LNO, USCENTCOM, gardnee@centcom.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - Idea is that standardizing certain Tactical Equipment across services could lead to efficiencies. However, it might be out of bounds for DLA.
  - Example is that fuel storage bags could be standardized across services and managed by DLA.
  - Opportunity is related to Opportunity 7 (Standardized Fuels Training).
- **Recommendation:**
  - Group with Standardized Fuels Training opportunity for an evaluation in conjunction with DESC.
- **J-4 Lead:** J-424

7. Standardized Fuels Training

- **Description:**
  - DESC management of fuels training for all Services would result in standardization, quality control, and economies of scale efficiencies.
- **Target Customers:** Personnel involved in service fuels training
- **Contact:** LNO, Eric Gardner, LNO, USCENTCOM, gardnee@centcom.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - Idea is that standardizing fuels training across services could lead to increased effectiveness and efficiencies. However, might be out of bounds for DLA.
  - Opportunity is related to Opportunity 6 (DESC Management of Tactical Equipment).
- **Recommendation:**
  - Group with DESC Management of Tactical Equipment opportunity for an evaluation in conjunction with DESC.
- **J-4 Lead:** J-424

8. Joint Supply Training and Education

- **Description:**
  - DLA management of joint supply training and education facilities would result in standardization.
- **Target Customers:** Service personnel providing and enrolled in supply education courses
- **Contact:** LNO, Eric Gardner, LNO, USCENTCOM, gardnee@centcom.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - There is an initiative currently in process, led by Cindy Grimaldi in J-425, which addresses this issue.
- **Recommendation:**
  - Someone from the in progress initiative should contact the opportunity contact to discuss initiative as it relates to this idea.
- **J-4 Lead:** J-425

9. Dining Facility Operations

- **Description:**
  - DLA assumption of DFAC operations (CONUS and/or OCONUS) could yield economies of scale efficiencies as well as standardization of quality service to all patrons.
- **Target Customers:** Current DFAC patrons
- **Contact:** LNO, Eric Gardner, LNO, USCENTCOM, gardnee@centcom.mil
- **Category:** Long Term Opportunity
- **Notes:**
  - These activities are currently managed by the Air Force, as part of their doctrine. The Army generally outsources these activities to contractors such as Kellogg Brown & Root.
- **Recommendation:**
  - Perform evaluation in conjunction with DSCP, for possible proposal to DoD food council.
- **J-4 Lead:** CSO-AF

10. Customer Account Manager (CAM) for Army Program Executive Offices (PEO)

- **Description:**
  - Assign an Account Manager to face the PEO customers just as HQs has Account Managers facing AMC.
- **Target Customers:** PEO Communities at Army Major Subordinate Commands (MSC)
- **Contact:** Army, Suzanne Rieder, rieders@tacom.army.mil / Gretchen Keller, kellerg@tacom.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - This could help DLA get involved in PBLs much earlier.
  - The need for this varies by service. It may be an opportunity for the Army. DLA Navy, Air Force, and Marine teams all are already working with the appropriate contacts in those services.
- **Recommendation:**
  - Address opportunity with Doug Walker in J-33.
- **J-4 Lead:** CSO

11. Corporate Contract Performance Review

- **Description:**
  - Prime Vendors Forum to brief on site or designated site to provide the customer with performance based metrics by vendor.
- **Target Customers:** Industrial NADEP / FISC / Regional Customer e.g. ALC/Navy/USMC/Army
- **Contact:** Navy, Pearlis Sturgis, CSR NADEP Cherry Point / Mike Kennedy, Supervisor Equip Spec (ACFT), FISC Cherry Point
- **Category:** Ongoing Initiative
- **Notes:**
  - The group believes that these reviews are part of an ongoing DLA initiative known as the Senior Executive Round Table.
- **Recommendation:**
  - Verify with CAPT Qua that this is already being done then communicate results to opportunity contacts.
- **J-4 Lead:** J-422

12. Engagement in Army Aviation PBL/Partnering Initiatives

- **Description:**
  - DSCR's participation in SOW development meetings with AMCOM, CCAD, and the OEMs has been limited in the past to the Customer side (WSSMs). DLA should have a corporate approach to AMCOM that includes the Supplier side of DSCR as well as the PBL Team at HQ, and that includes participants from other FAs. It is vital that Supplier side attend these meetings as well since many of the details discussed during these meetings are supplier/acquisition related.
  - DLA has Strategic Supplier Alliances with many of the same OEMs, yet our Alliances are not leveraged and DSCR's SSA leadership is not present during the development of AMCOM's Partnering contracts. Additionally, due to the limited participation from DSCR, the growth potential and full impact of AMCOM's Partnering contracts on DLA's sales and possible effect on support to other customers does not seem to be fully realized within DSCR and DLA.
- **Target Customers:** AMCOM/CCAD initially
- **Contact:** Army, Ann Oglesby, Ann.Oglesby@us.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - Already in these initiatives operationally, but not strategically.
  - Cathy McGuire is leading this effort for J-4.
- **Recommendation:**
  - Cathy McGuire or another J-4 participant in this initiative communicate to contact that this is being done.
- **J-4 Lead:** CSO

13. Retail/Tactical IPV

- **Description:**
  - Modify the IPV concept for use by the Installations.
- **Target Customers:** Directorate of Logistics; Maintenance Activities, Contract Maintenance Facilities at the installation level
- **Contact:** Army, Phil Greene, CSR, FORSCOM, greenep@forscom.army.mil
- **Category:** Additional Information Required
- **Notes:**
  - Initial thought is that this is an ongoing initiative because it is believed that this is already incorporated in the MRO (Maintenance, Repair & Overhaul) process.
  - However, the members of the group were not in full agreement on the concept, so more information was requested.
- **Recommendation:**
  - Contact the submitter of the opportunity for more information on the concept and to determine action steps.
- **J-4 Lead:**

14. Customer Satisfaction

- **Description:**
  - Supporting Customer Zero Balance Requirements through Stock Acquisition & Positioning
- **Target Customers:** ICP top (ten, twenty) volume service customers with DDC dedicated truck support
- **Contact:** Army, Louis Martinez, CSR, louis.martinez@irwin.army.mil
- **Category:** Additional Information Required
- **Notes:**
  - Initial thought is that this is an ongoing initiative because it is the understanding of the group is that this is being accomplished through BSM.
  - However, the members of the group were not in full agreement on the concept, so more information was requested.
- **Recommendation:**
  - Contact the submitter of the opportunity for more information on the concept and to determine action steps.
- **J-4 Lead:**

15. MRO Program Expansion (DSCP's Maintenance, Repair and Operations Materials Program)

- **Description:**
  - Marketing a DLA Prime Vendor's Program across DoD and other Federal Agencies
- **Target Customers:** Primarily all DoD Armed Services & facilities; secondary federal agencies such as Dept of Transportation (Coast Guard), Dept of Commerce (NOAA)
- **Contact:** Army, Vince Vincent, CSR, Fort Lewis, WA, vince.vincent1@lewis.army.mil
- **Category:** Quick Win Opportunity
- **Notes:**
  - This could be a way to get the word out on DLA and identify new customers.
  - Could be an initiative as part of a new marketing office within DLA HQ.
- **Recommendation:**
  - Collaborate with DSCP to pursue this opportunity, possibly in combination with Opportunity 1 (Customer Account Proactive Interaction Plan).
  - Add a process to the Customer Engagement Strategy to handle customer contact for non-DoD agencies.
- **J-4 Lead:** CSO-N

16. Parts Backfill

- **Description:**
  - Have contractors go into operational units and backfill parts that they have consumed
- **Target Customers:** Army Installations
- **Contact:** Army, Martha Stephens
- **Category:** Additional Information Required
- **Notes:**
  - This could be a component of IPV.
  - Parts backfill is presently done at industrial sites, however Army has made a decision not to do this in operational sites because having contractors in control of stock at operational sites is not desired.
  - As a longer term initiative it could be possible.
  - There was not full agreement on the concept within the group, so more information was requested.
- **Recommendation:**
  - Contact the submitter of the opportunity for more information on the concept and to determine action steps.
- **J-4 Lead:**

17. US Army National Guard/Reserve Partnership

- **Description:**
  - Marketing DLA Supplies and Services to US Army National Guard/Reserve activities/organizations
- **Target Customers:** USAR/ARNG units across CONUS
- **Contact:** Army, Chris Cullen, Christopher.cullen@riley.army.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - CSO organization is currently serving National Guard customers.
  - There was agreement that there may be additional opportunities to serve these customers.
- **Recommendation:**
  - Send communication through the CSO organization to have personnel serve and look for opportunities to increase sales to National Guard customers.
  - Communicate notes and action to contact.
- **J-4 Lead:** CSO-A

18. Non-DoD Business Opportunities (DoJ, DoT, Coast Guard, Job Corps, USPS, Etc.)

- **Description:**
  - Marketing DLA Supplies and Services to Non-DoD Agencies.
  - In the past the CSRs partnered with the ICPs in promoting DLA supplies and services to non-DoD Agencies through regular visits to most non-DoD customers in geographic areas. Many times CSRs setup joint visits with ICP Marketing personnel to enhance business opportunities. HQ DLA had a Marketing Office and at one time the CSRs actually worked for this office. Just as we were starting to make headway the Agency decided that we would abandon the effort; marketing became a "bad" word throughout DLA. The non-DoD customers were basically forgotten.
- **Target Customers:** Non-DoD Agencies such as Dept of Justice (Federal Prisons), Dept of Transportation (Coast Guard), Various Agencies running Job Corp facilities, USPS etc.
- **Contact:** Army, Les Hammond, CSR, TRADOC, hammondlw@monroe.army.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - There is significant opportunity here to serve non-DoD customers.
  - However, this is a broad idea and as stated is not near term.
- **Recommendation:**
  - Create, or focus, an organization or team to identify new customer opportunities to pursue from an agency to field activity level.
  - Communicate action to contact and potentially involve contact in the team.
- **J-4 Lead:** CSO-N

19. Repair Parts Kits for Ground Equipment

- **Description:**
  - Build Kits for repetitive ground equipment repairs (i.e. HEMTTs, HMMWVs, PLSs)
- **Target Customers:** All maintenance customers (operational & industrial)
- **Contact:** Army, Michael Fleenor, CSR, Ft. Bragg NC, fleenorm@bragg.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - J-4 is currently developing a DLA wide kitting strategy.
- **Recommendation:**
  - Kitting opportunities should be evaluated, and developed through J-4 or field activity kitting organizations (Kitting opportunities are numbers: 19, 21, 36, 42, 44, & 45).
  - Involve submitter of idea in development of kit to help identify additional details.
- **J-4 Lead:** CSO

20. Performance Based Logistics

- **Description:**
  - Corporate road shows to brief each Services Acquisition Corps on DLA programs and services.
  - Will allow DLA to inform Services of Programs all ready in place to support the Warfighters and provide knowledge of DLA Services before the acquisition strategy is finalized for a weapon system.
  - A better informed customer is more likely to utilize DLA for support of their weapon system, new business opportunities.
- **Target Customers:** All Services Program Executive Offices and their personnel
- **Contact:** Army, Michael Fleenor, CSR, Ft. Bragg NC, fleenorm@bragg.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - PBL initiative is in progress within J-4.
- **Recommendation:**
  - Communicate this specific idea to PBL team in J-4.
  - Have PBL team contact submitter for brief discussion.
- **J-4 Lead:** CSO

21. Kitting for Army Aviation

- **Description:**
  - Tailored kits as well as kitting services for single and/or multi-customer use.
  - Kitting process must be able to respond quickly to customer needs.
  - DLA should leverage the core competency of commercial kitting suppliers to ensure the best customer experience with DLA kits.
  - Kits must be cost effective. Kit supplier should be able to source the parts if it results in more competitively priced kits and they can ensure continuity of supply.
  - Overarching kitting partnership with kitting supplier for single (i.e. CCAD, Rucker) or multi-customers (i.e. all users of the AH64 phase kit) that enables the kit supplier to provide services to:
    - respond quickly to changes in demand
    - collaborate with the customer for rapid reconfiguration
    - recommend new kits to DLA
    - estimate demand and recommend stockage levels
    - maintain regular contact with the customer to ensure the kits initially meet and continue to meet the customer requirement
- **Target Customers:** All Army Aviation customers (to include CCAD, Rucker, world-wide National Maintenance sites)
- **Contact:** Army, Ann Oglesby, Ann.Oglesby@us.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - J-4 is currently developing a DLA-wide kitting strategy.
- **Recommendation:**
  - Kitting opportunities should be evaluated and developed through J-4 or field activity kitting organizations (Kitting opportunities are numbers: 19, 21, 36, 42, 44, & 45).
  - Involve submitter of idea in development of kit to help identify additional details.
- **J-4 Lead:** CSO

22. Race Team

- **Description:**
  - DLA sponsor a NASCAR Team
- **Target Customers:** Customers who are race fans
- **Contact:** Army, Ron Dodson, dodsonr@bragg.army.mil
- **Category:** Not Feasible
- **Notes:**
  - It was determined that, at this time, the sponsorship of a NASCAR race team would not be a good use of DLA funds.
  - However, this suggestion led to a discussion of the potential for creating consistent promotional materials across DLA.
  - Ed Nelson, USMC NAM, contributed a suggestion (Opportunity 33) for DLA wide branding as a result of this suggestion and discussion.
- **Recommendation:**
  - Create a team to evaluate and make recommendations on DLA branding on promotional materials.
  - Contact submitter to communicate results of this suggestion.
- **J-4 Lead:**

23. AMS Optical Memory Card Return Rate Improvement Initiative

- **Description:**
  - Mark AMS cards and envelopes with return requirement, address, and send out periodic prepaid mailers.
  - Reduces customer burden in packaging and labeling AMS Cards for return and ultimately reduces CRR.
  - Increase return rate of AMS cards will reduce operating cost and reduce CRR for depot shipments.
- **Target Customers:** Distribution customers receiving multipacks consisting of five line items or more.
- **Contact:** Army, Ron Dodson, dodsonr@bragg.army.mil
- **Category:** Quick Win Opportunity
- **Notes:**
  - This is an idea to simplify this process for customers across all services. Increasing returns and increasing sales.
- **Recommendation:**
  - Collaborate with DDC for evaluation and execution.
- **J-4 Lead:** J-424

24. Package Branding (Unique Identifier)

- **Description:**
  - A package containing a Dell Computer, a Coke, KFC, and most other products is readily identifiable with one look.
  - DLA needs a unique package marking to identify material it shipped from material shipped to customers by other sources and vendors. Not the official emblem but something simply like the tilted “e” used by Dell. Rather than our current brown bag lunch special packaging and brown bags come in varying quality as opposed to a consistent expectation of a branded package.
- **Target Customers:** Customers receiving material shipped by DLA whether managed by DLA or one of the Military services storing assets in DLA depots.
- **Contact:** Army, Ron Dodson, dodsonr@bragg.army.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - Could be a cheap initiative considering the volume of boxes DLA purchases.
  - Consider placing in the requirements specification for vendors.
  - Logo development should be part of a larger DLA branding initiative.
- **Recommendation:**
  - Collaborate with packaging procurement at DDC for financial analysis.
  - Combine with other branding suggestions (Opportunities 22, 24 & 33) to include as a tactic in the development of a “one DLA” branding initiative.
  - Form team to evaluate DLA brand strategy and tactics.
- **J-4 Lead:** J-425

25. Vending Service

- **Description:**
  - Expand Subsistence Prime Vendor to provide Hot/Cold Food, Beverage and Notion vending on military bases and in Federal Facilities.
- **Target Customers:** All Authorized Customers
- **Contact:** Army, Ron Dodson, dodsonr@bragg.army.mil
- **Category:** Not Feasible
- **Notes:**
  - This is not an opportunity DLA should pursue because of the local MWR benefit associated with local base purchases.
- **Recommendation:**
  - Communicate the reasons for not pursuing the opportunity at this time to the contact.
- **J-4 Lead:**

26. Weapon Systems Information in an Existing DLIS Publication, such as FEDLOG

- **Description:**
  - NATO customers have consistently requested the availability of weapon systems data on National Stock Number (NSNs) related to specific weapon systems
- **Target Customers:** All NATO and U.S. field activities involved in procurement. This is most applicable to the acquirer level of DLIS customers.
- **Contact:** FMS, John Zellers, John.Zellers@dla.mil
- **Category:** Not Feasible
- **Notes:**
  - This information is not made available to NATO customers via electronic means because of security concerns.
  - It is the job of CSRs to communicate this information.
- **Recommendation:**
  - Combine with Opportunity 27 (Procurement History in an Existing DLIS Publication, such as FEDLOG).
  - Communicate the reasons for not pursuing the opportunity at this time to the contact.
  - Communicate this request through proper channels to J-6.
- **J-4 Lead:**

27. Procurement History in an Existing DLIS Publication, such as FEDLOG

- **Description:**
  - NATO customers have consistently requested the availability of procurement history data on National Stock Number (NSNs) used in the international community.
- **Target Customers:** All NATO and U.S. field activities involved in procurement. This is most applicable to the acquirer level of DLIS customers.
- **Contact:** FMS, John Zellers, John.Zellers@dla.mil
- **Category:** Not Feasible
- **Notes:**
  - This information is not made available to NATO customers via electronic means because of security concerns.
  - It is the job of CSRs to communicate this information.
- **Recommendation:**
  - Combine with Opportunity 26 (Weapon Systems Information in an Existing DLIS Publication, such as FEDLOG).
  - Communicate the reasons for not pursuing the opportunity at this time to the contact.
  - Communicate this request through proper channels to J-6.
- **J-4 Lead:**

28. Access the DoD E-Mall for FMS customers

- **Description:**
  - Our FMS customers do not have access to the E-Mall but we have an initiative underway to give them that access which will increase their ability to purchase DLA goods and services.
- **Target Customers:** FMS Customers
- **Contact:** FMS, Selden von der Hoff, Selden.Vonderhoff@dla.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - BSM is in the process of delivering this.
  - Contributor is aware that it is in progress.
- **Recommendation:**
  - If communication of the progress of this initiative to customers has not been planned or begun, FMS should begin the process of communicating the benefits of E-Mall to its customers.
  - Work with E-Mall to develop consistent, targeted message for customers across services.
- **J-4 Lead:** CSO-I

29. MRO (Material and services to base organizations & tenants)

- **Description:**
  - Provide material and services to base organizations as well as tenants.
  - Provide timely delivery of material needed for base repair projects as well as servicing already installed infrastructure.
- **Target Customers:** Base organizations and tenants
- **Contact:** USAF, Michael W. Boerner, CAM, Air Force Operational Commands, Michael.Boerner@DLA.MIL
- **Category:** Ongoing Initiative
- **Notes:**
  - An MRO initiative already exists.
- **Recommendation:**
  - Someone from the MRO program should contact the opportunity contact to discuss initiative as it relates to this idea.
- **J-4 Lead:** CSO

30. Metals Prime Vendor

- **Description:**
  - DSCP has tried several times to convince WR-ALC to use the metals prime vendor program. Both times WR-ALC declined DSCP's offer opting to purchase the material through an Air Force Basic Purchase Order.
- **Target Customers:** WR-ALC PDM lines and Maintenance Back Shops
- **Contact:** USAF, Mr. Craig Jones, Chief Maintenance material Support Division, DSN: 468-2564
- **Category:** Ongoing Initiative
- **Notes:**
  - This could be a quick win opportunity through DDC if approached in the right way.
- **Recommendation:**
  - Obtain more information from contributor as to why the customer does not wish to use the metals prime vendor program.
  - Collaborate with DDC, and other appropriate parties, including high level personnel, to strategize and pursue this opportunity through appropriate channels.
- **J-4 Lead:** CSO-F

31. DoD E-Mall

- **Description:**
  - Training on how to use E-Mall effectively for IMPAC card users.
- **Target Customers:** All Customers
- **Contact:** USAF, Maryanne Clare, CSR, Hill AFB, maryanne.clare@dla.mil
- **Category:** Additional Information Required
- **Notes:**
  - CSRs should already be doing this training.
  - However, there is potential for an online training module for E-Mall if one does not exist.
- **Recommendation:**
  - Contact the submitter of the opportunity for more information on the concept and to determine action steps.
  - If no initiative is in progress, collaborate with DLIS and/or J-6 to develop a coordinated effort for E-Mall training.
- **J-4 Lead:**

32. Foreign Military Sales Prime Vendor

- **Description:**
  - An opportunity for FMS customers to use DLA's Prime Vendor contracts to purchase commercial bulk non-standard or standard material.
  - FMS purchases previously procured commercial material directly from manufacturers or vendors.
  - FMS Prime Vendor provides a high level of support to the FMS customer through the DoD supply system, protects the vendors, adds to DLA's sales without significant workload additives, and helps DoD track sales to FMS customers.
- **Target Customers:** Foreign Military Service (FMS) Customers
- **Contact:** FMS, Linda Kimberlin, Linda.Kimberlin@dla.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - This was reported as an ongoing initiative.
- **Recommendation:**
  - A participant in this initiative should contact the opportunity contact to communicate status of the ongoing initiative.
- **J-4 Lead:** CSO-I

33. Corporate Image Enhancement Through Branded Corporate Apparel and Consolidate Marketing Material/Memorabilia

- **Description:**
  - Provide Corporate Clothing and Market Material to Entire Enterprise via a Single E-Mall Store Front.
- **Target Customers:** Our entire Agency (DLA)
- **Contact:** USMC, Edward Nelson; 703-767-2134; edward.nelson@dla.mil
- **Category:** Long Term Opportunity
- **Notes:**
  - This would allow for better identification of DLA employees/representatives.
  - Could be done with little fixed investment with the right vendor.
  - Could be done in the near term with a longer term goal combine with other branding suggestions (Opportunities 22, 24 & 33) to include as a tactic in the development of a “one DLA” branding initiative.
- **Recommendation:**
  - Develop a business case for sales of DLA branded merchandise to DLA employees.
  - Form team to evaluate DLA brand strategy and tactics.
- **J-4 Lead:** J-422

34. Assuring Supply Availability

- **Description:**
  - Customers report to CSRs concerning repeatedly requisitioning material for the troops where there is some on the shelf but their requisition pulls it all and future orders become back orders for long periods. In other words, not enough stock to cover customer demands.
- **Target Customers:** Repeat and previous customers
- **Contact:** Army, Micki Evans Anniston, CSO, AL. Army Depo, DSN 571-4327, 256-235-4327
- **Category:** Ongoing Initiative
- **Notes:**
  - There exists an ongoing initiative to ensure optimal stockage levels across DLA customers and products.
- **Recommendation:**
  - Have member of forecasting and procurement follow-up with contributor for clarification and status of current DLA availability initiatives and goals.
- **J-4 Lead:** CSO

35. DDC Distribution Depot partner with Customer Pay Vendor

- **Description:**
  - RRAD has been designated, as one of the AMC maintenance depots to participate in the Customer Pay Concept Initiative (DoD pays for goods/material only when delivered to the end user & move point of inspection and point of sale to point of use). It is possible that the vendor will require warehouse space within the Red River Complex to include DDRT.
- **Target Customers:** Red River Army Depot and Customer Pay Vendor
- **Contact:** Army, Glinda Toland, CSR, RRAD, glinda.toland@us.army.mil
- **Category:** Quick Win Opportunity
- **Notes:**
  - Use of excess DDC capacity for Customer Pay Vendors and other private enterprises could increase DLA revenue.
- **Recommendation:**
  - Collaborate with DDC to pursue opportunity.
- **J-4 Lead:** J-424

36. Expansion of “Lean Kitting Concepts” to Depot Partnerships Initiatives

- **Description:**
  - Purchase and Assembly of Kits for Repair / Assembly Production Process.
- **Target Customers:** General Motors, Raytheon, General Dynamics – Other Partners at Depot
- **Contact:** Army, Dave Ballard, CSR, ANAD, ballardd@anad.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - J-4 is currently developing a DLA-wide kitting strategy.
- **Recommendation:**
  - Kitting opportunities should be evaluated and developed through J-4 or field activity kitting organizations (Kitting opportunities are numbers: 19, 21, 36, 42, 44, & 45).
  - Involve submitter of idea in development of kit to help identify additional details.
- **J-4 Lead:** CSO

37. Prime Vendor Buy Around

- **Description:**
  - Contract with a Prime Vendor to make emergency buys for high priority requirements, where the CED does not meet the customers requirements for NMS items.
- **Target Customers:** All customers that have deadline equipment
- **Contact:** Army, Judy Campbell; CSR, Fort Carson, CO, judith.campbell@carson.army.mil
- **Category:** Additional Information Required
- **Notes:**
  - Opportunity concept not fully agreed upon by evaluators.
- **Recommendation:**
  - Contact the submitter of the opportunity for more information on the concept and to determine action steps.
- **J-4 Lead:**

38. Develop database that contains SPR Transactions (DY(x)) that violate at the DSC's

- **Description:**
  - Presently the DSCs do not have a shared database that provides access and visibility. The violations are pushed to the Military Customers for review and corrective action. The “Now System” allows accessibility to SPRs that were accepted only.
- **Target Customers:** All DSCs personnel in the SPR collaboration process chain and applicable Military Customers.
- **Contact:** Army, Jesse Johnson Jr., jesse_johnson@hq.dla.mil
- **Category:** Additional Information Required
- **Notes:**
  - If this database does not exist, or requested information will not be included in any current initiatives, then the suggestion should be evaluated by J-33, J-4, J-6 and/or BSM.
- **Recommendation:**
  - Collaborate with contributor and J-33, J-4, J-6 and/or BSM for further analysis.
- **J-4 Lead:**

39. DSCs review policy/procedures for Milstrip Requisitions designated as stock replenishment

- **Description:**
  - Defense Supply Centers (DSCs) should review their policy/procedures for Milstrip Requisitions (A0(x)) designated as stock replenishment (Pri 15) to ensure that procurement action is initiated.
  - The submitting activities software is designed to generate outgoing stock replenishment Milstrip requisitions based on the DSCs ALT/PLT. At time of submission the activity still has stock on-hand and if the DSCs react (i.e. initiate procurement action) stock outages are avoided (i.e. few backorders).
- **Target Customers:** All activities that submit stock replenishment Pri 15 Milstrip requisitions.
- **Contact:** Army, Jesse Johnson Jr., jesse_johnson@hq.dla.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - Opportunity for ICPs to standardize or change requisition processes to reduce backorders, to increase customer service and customer readiness, and to reduce buy arounds.
- **Recommendation:**
  - Collaborate with ICP team for review and evaluation.
- **J-4 Lead:** J-424

40. DLA Customer Price Break

- **Description:**
  - Customers receive price breaks for purchasing large quantities of excess, obsolete or slow moving items.
- **Target Customers:** All DLA customers
- **Contact:** Army, Benjamin Alverez, Jr., CSR, Fort Hood, TX, Benjamin.Alverez@hood.army.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - If a similar initiative does not exist, this pricing initiative could lead to increased sales of current inventory, reducing inventory costs, freeing up capital, and lowering Armed Services costs.
  - Could be procedural, technological, or cultural hurdles to successful execution of this opportunity.
- **Recommendation:**
  - Contact contributor for additional information and specific examples of products that would benefit the customer if purchased in this way.
  - Collaborate with DLA Pricing (J-8) to evaluate and establish this program.
- **J-4 Lead:** J-424

41. Potential use and disposition of in-country hazardous / environmental sensitive materials

- **Description:**
  - Potential Use of In-Country Hazardous/Environmental Sensitive Materials and Disposition of Hazardous/Environmental Sensitive Materials.
  - Current OIF operations require use of materials of a hazardous/environmental sensitive nature. Some of these items have included refrigerants, lubricants, other Class III (P) materials, batteries and tires. Current DRMS operations in Kuwait, for example, have these materials receipted for in place. Consequently, they occupy limited storage space, present potential fire/explosive hazards and leave a "footprint" of what appears to be excess of material.
  - Possible use of contingency contracting team to pursue local purchase of in-country (or theater) assets or identify buyers or materials excesses.
- **Target Customers:** Any supply support activities of all Services that turn in material to DRMO
- **Contact:** Army, Troy Mabery, troy.mabery@hqamc.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - If this is not already being done at all, or if not being done on a DLA or joint command level, it could be an opportunity for improved customer service and scale economies.
  - It is also an opportunity to provide combined products and services to DoD customers with potential for outside sales. Analogous operation could be the Industrial Plant & Equipment (IPE) group at DSCR.
  - Could be procedural, technological, or cultural hurdles to successful execution of this opportunity.
- **Recommendation:**
  - Collaborate with contributor, DLA hazardous materials group at DSCR, and potentially DSCR IPE group for opportunity evaluation and development.
- **J-4 Lead:** CSO

42. Kitting Process

- **Description:**
  - A corporate level process for DLA to develop and supply kits.
- **Target Customers:** Army Industrial
- **Contact:** Army, John Stewart; DSN 850-8892
- **Category:** Ongoing Initiative
- **Notes:**
  - J-4 is currently developing a DLA-wide kitting strategy.
- **Recommendation:**
  - Kitting opportunities should be evaluated and developed through J-4 or field activity kitting organizations (Kitting opportunities are numbers: 19, 21, 36, 42, 44, & 45).
  - Involve submitter of idea in development to help identify additional details.
- **J-4 Lead:** CSO

43. Inventory Control Points increase stocked items

- **Description:**
  - DLA loses business when customers have to wait on the long lead times of direct shipped items.
- **Target Customers:** All DLA customers
- **Contact:** Army, Kathy Wilson, CSR, Fort Stewart, GA, kathy.wilson@stewart.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - There exists an ongoing initiative to ensure optimal stockage levels across DLA customers and products.
- **Recommendation:**
  - Have member of forecasting and procurement follow-up with contributor for clarification and status of current DLA availability initiatives and goals.
- **J-4 Lead:** CSO

44. Tailored support packages for operational Army customers

- **Description:**
  - CRM focuses primarily on the Industrial Customer base and often overlooks the individual needs of deploying and home station Operational Units. Modularity will make tailored support critical as time goes on.
  - Provides customer with tailored weapon system, spares / kits, troop support packages.
  - Reduced customer wait time, improved customer service through increased collaboration.
- **Target Customers:** Army Corps, Division, Brigade Combat Teams. To include Marines
- **Contact:** Army, Linda Greene, linda.greene@dla.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - J-4 is currently developing a DLA-wide kitting strategy.
- **Recommendation:**
  - Kitting opportunities should be evaluated and developed through J-4 or field activity kitting organizations (Kitting opportunities are numbers: 19, 21, 36, 42, 44, & 45).
  - Involve submitter of idea in development to help identify additional details.
- **J-4 Lead:** CSO

45. Reconstitution / Reset / Demobilization Kits

- **Description:**
  - Military Units, including: (Active Duty, National Guard and Reserves) with vehicles/weapons systems returning from deployments will require inspection and/or maintenance to bring them back up to readiness standards. This work is being done at depots and support maintenance activities. Kits should be configured for mandatory replacement parts common for each vehicle/weapons system.
- **Target Customers:** All military units returning to home station after completion of deployments
- **Contact:** Army, Paul J. Davies; paul.davies@drum.army.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - J-4 is currently developing a DLA-wide kitting strategy.
- **Recommendation:**
  - Kitting opportunities should be evaluated and developed through J-4 or field activity kitting organizations (Kitting opportunities are numbers: 19, 21, 36, 42, 44, & 45).
  - Involve submitter of idea in development to help identify additional details.
- **J-4 Lead:** CSO

46. DLA Integrated Prime Vendor Program for Tobyhanna Army Depot

- **Description:**
  - DLA Managed IPV program at TYAD to provide bench stock, hardware, and customer designated consumable repair parts directly to the customer at point of consumption.
  - Enhanced supply availability for TYAD designated consumable repair parts, reduction of TYAD material management requirements, reduced requisition time on high use items, an overall leaning out of the repair part supply process and reduction in back orders resulting in reduction of system repair cycle time.
  - Increased DLA sales, reduction of TYAD local procurements of DLA out of stock items. Greater supply availability, reduction in DLA backordered items.
- **Target Customers:** Tobyhanna Army Depot and other AMC Depots
- **Contact:** Army, Mark Malinak, CSR, TYAD, mark.malinak@tobyhanna.army.mil / Mary Lou Van Note, Chief, Advanced Business Initiatives, General & Industrial Directorate, DSCP marylou.vannote@dla.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - This is a specific IPV opportunity that could increase DLA sales.
  - However, Army may have its own reasons for not participating in this IPV opportunity.
- **Recommendation:**
  - Ask COL William Taylor, Army NAM, if this is appropriate to pursue with USA.
  - If appropriate, collaborate with DSCP, and other appropriate parties, including high level personnel, to strategize and pursue this opportunity through appropriate channels.
- **J-4 Lead:** CSO

47. Customer Located Credit Card Buyer

- **Description:**
  - Place a DLA employee with credit card buying authority at the customer location.
  - Enhanced supply availability for industrial maintenance depots who buy DLA consumable repair parts, reduction of depot material management requirements, reduced requisition time on high use items, an overall leaning out of the repair part supply process and reduction in back orders resulting in reduction of system repair cycle time.
  - Increased DLA sales, reduction of depot local procurements of DLA out of stock items. Greater supply availability, Reduction in DLA backordered items. In addition DLA will capture all demands required by the customer.
- **Target Customers:** Industrial Maintenance Depots
- **Contact:** Army, Melody DeMaris, mdemaris@ccad.army.mil / Myron Savyskt, myron.savysky@ccad.mil
- **Category:** Medium Term Opportunity
- **Notes:**
  - Response to other comment that we have heard which is: "If the customer can purchase via a credit card why can't DLA".
  - Opportunity to serve customers that would otherwise not be able to be served, increasing DLA sales and reducing CRR.
  - Could be legal, contractual, or cultural hurdles to implementing.
  - It is not a given that this program would benefit DLA financially.
- **Recommendation:**
  - Combine with evaluation of Opportunity 49 - Customer Expeditor Team.
  - J-4 determine high level feasibility, then if appropriate develop a business plan for program in conjunction with ICPs and customers.
- **J-4 Lead:** CSO-M

48. DLA PBL Contracts

- **Description:**
  - DLA to partner with Contractors and Services to award long term performance based contracts that require the contractor to collaborate with the customer and assist with demand planning for customer programs. Require customer to guarantee buyback of collaborated forecast. Contractor has to provide 100% SA on all parts forecasted.
  - Alleviate production slippages/stoppages and establish a strong supply chain that supports monthly maintenance production schedules.
  - Regain/Increase Sales and Customer Satisfaction, reduction in inventory from poor forecasts, reduction of backorders, guaranteed sales for material bought, stronger supplier alliance.
- **Target Customers:** Industrial maintenance activities with critical spare parts backorders
- **Contact:** Army, Melody DeMaris, mdemaris@ccad.army.mil / Myron Savyskt, myron.savysky@ccad.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - This is a non-specific PBL opportunity. It should be pursued as part of the DLA PBL initiative.
- **Recommendation:**
  - Participant in DLA PBL initiative should reach out to opportunity contacts for additional information on specific PBL opportunities.
- **J-4 Lead:** CSO

49. Customer Expeditor Team

- **Description:**
  - Place Multi Functional DLA Team at Customer Location (IM, Buyer, Expeditor) empowered to make spot buys, demand planning forecasts, etc.
  - Alleviate production slippages/stoppages.
  - Regain/Increase Sales and Customer Satisfaction.
- **Target Customers:** Industrial customer sites with numerous critical backorders impacting production
- **Contact:** Army, Melody DeMaris, mdemaris@ccad.army.mil / Myron Savyskt, myron.savysky@ccad.mil
- **Category:** Ongoing Initiative
- **Notes:**
  - Opportunity to improve customer service and customer readiness, increasing DLA sales and reducing CRR.
  - Could be legal, contractual, or cultural hurdles to implementing.
  - It is not a given that this program would benefit DLA financially, but it may increase customer readiness and customer satisfaction.
- **Recommendation:**
  - Combine with evaluation of Opportunity 47 - Customer Located Credit Card Buyer.
  - J-4 determine high level feasibility, then if appropriate develop a business plan for program in conjunction with ICPs and customers.
- **J-4 Lead:** CSO